

## **Major Programs' Objectives**

### **Advertising Program**

Sang Lee , Ph.D., Chair

#### **Advertising Program**

The advertising curriculum is designed to prepare students for careers in the creation, sales, management, and production of advertising.

The minor or second concentration field(s) is subject to approval by your advisor; business administration is a common minor choice. Students in this major prepare for careers in advertising agencies, corporate advertising departments, direct marketing, retail advertising, promotion, and the media.

Major requirements for the advertising program include: JRL 101, JRL 215, JRL 421, JRL 489, NE 428, ADV 215, ADV 315, ADV 403, ADV 401 or 451, and ADV 459.

Required non-major classes include: BUSA 340 or ACCT 201, two semesters of the same foreign language, ULIB 101, POLS 102, POLS 220, PSYC 101, HIST 153, ECON 201, ECON 202, ENGL Lit (from approved list), BUSA 320 or BUSA 330.

Within the University's General Education Curriculum, the school requires that students complete the following: ENGL 101; ENGL 102; eight hours in same science, including at least one semester of lab science; the University math requirement—MATH 121/126 or equivalent; STAT 111 (or equivalent); HIST 152; JRL 115 or UNIV 101 (or equivalent); PHIL 100 or 130; JRL 101 (see major requirements); and one course each from the school's approved list of Objectives 4, 5, 7, and 9.

#### **Broadcast News Program**

Maryanne Reed, M.S.J., Chair

Students seeking careers in the electronic news media areas should pursue this curriculum.

Students produce news stories and programs in a state-of-the-art television studio and in digital editing suites. However, the focus of the curriculum is on basic news writing, editorial judgment, and the principles and practices of radio and television news production.

The curriculum integrates the mechanics of broadcast journalism with the ethical principles and norms exhibited by professionals. Such preparation helps students to develop their own communication skills and to appreciate radio, television, cable, and movies as communicative and journalistic arts. Additionally, these studies challenge the student's ability to evaluate and to criticize broadcast media functions, performance, responsibilities, and their influence in society.

Outside media professionals periodically serve as adjunct instructors and assist in some broadcast-news courses.

Major requirements for the broadcast news program include: JRL 101, JRL 210, JRL 215, JRL 489, NE 426, NE 428, BN 215, BN 319, BN 386, and BN 487. In addition broadcast news students must complete at least one of the following: BN 486, JRL 431, or any 400-level JRL, NE, or BN class.

Required non-major classes include: BUSA 340 or ACCT 201, two semesters of the same foreign language, ULIB 101, POLS 102, POLS 220, PSYC 101, HIST 153, ECON 201, ECON 202, ENGL Lit (from approved list), and a public speaking course (COMM 103, SPA 270 or THET 102).

Within the University's General Education Curriculum, the school requires that students complete the following: ENGL 101; ENGL 102; eight hours in same science, including at least one semester of lab science; the University math requirement—MATH 121/126 or equivalent; STAT 111 (or equivalent); HIST 152; JRL 115 or UNIV 101 (or equivalent); PHIL 100 or 130; JRL 101 (see major requirements); and one course each from the school's approved list of Objectives 4, 5, 7, and 9.